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FACSIMILE TRANSMISSION

CONFIDENTIAL

DATE: February 2, 2006

CLIENT No.: 24207-01000

To:

NAME	FAX No.	PHONE No.
Commissioner for Patents - USPTO	(571) 273-8300	

FROM: Brian M. Hoffman 39,713 PHONE: (415) 875-2484

NUMBER OF PAGES WITH COVER PAGE: 17

ORIGINAL WILL NOT FOLLOW

MESSAGE:

Attached are Revocation and Substitute Power of Attorney forms with Statements Under 3.73(b) in the following applications/patents:

10/458,513	6,018,733	5,845,278
6,546,416	6,070,158	6,578,043
10/798,709	5,920,854	10/407,586
6,728,705	6,341,279	08/927,022
5,659,732	5,983,216	

CAUTION - CONFIDENTIAL

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24207/01000/SF/5160733.1

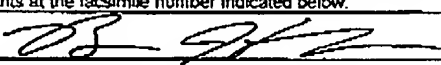
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0001/PTO Rev. 10/95 TRANSMITTAL FORM (to be used for all correspondence during pendency of filed application)	U.S. Department of Commerce Patent and Trademark Office	Application Number	N/A	
		Filing Date	N/A	
		First Named Inventor	N/A	
		Examiner		
		Group Art Unit		
Total Number of Pages in This Submission		16	Attorney Docket Number	

ENCLOSURES (check all that apply)	
<input type="checkbox"/> Fee Transmittal Form (in duplicate) <input type="checkbox"/> Check Enclosed	<input checked="" type="checkbox"/> Revocation of Power of Attorney and New Power of Attorney and Change of Correspondence Address with copy of Statements under 3.73(b). 10/458,513 6,018,733 5,845,278 6,546,416 6,070,158 6,578,043 10/798,709 5,920,854 10/407,586 6,728,705 6,341,279 08/927,022 5,659,732 5,983,216 _____ _____ _____ _____ _____
<input type="checkbox"/> Return Receipt Postcard <input type="checkbox"/> Response to Notice to File Missing Parts <input type="checkbox"/> Assignment & Recordation Cover Sheet <input type="checkbox"/> Declaration <input type="checkbox"/> Power of Attorney <input type="checkbox"/> Application Data Sheet <input type="checkbox"/> Information Disclosure Statement & PTO/SB/08A <input type="checkbox"/> Copies of IDS Cited References <input type="checkbox"/> Request for Corrected Filing Receipt <input type="checkbox"/> Request for Correction of Recorded Assignment <input type="checkbox"/> Amendment/Response: [] Page(s) <input type="checkbox"/> After Final <input type="checkbox"/> Status Request <input type="checkbox"/> Request to Withdraw as Attorney or Agent in Application Nos.	
REMARKS:	

SIGNATURE OF ATTORNEY OR AGENT			
Signature:			
Attorney/Reg. No.:	Brian M. Hoffman, Reg. No. 39,713	Dated:	2/2/06

CERTIFICATE OF FACSIMILE TRANSMISSION			
I hereby certify that this correspondence, including the enclosures identified above, is being transmitted on the date shown below via facsimile to: Commissioner for Patents at the facsimile number indicated below.			
Signature:			
Typed or Printed Name:	Brian M. Hoffman	Dated:	2/2/06
Facsimile Number:	1-571-273-8300		

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b)

I hereby appoint:

☒ Practitioners associated with the Customer Number

758

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

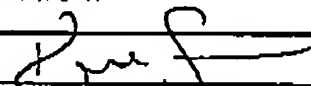
Assignee Name and Address:

Google Inc.
Attn: Patent Department
1600 Amphitheatre Parkway
Mountain View, CA 94043

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name	Karl Sun		
Signature		Date	22 March 2005
Title	Senior Patent Counsel	Telephone	(650) 623-4000

24207/01000/DOCS/1507484.1

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Google, Inc. et al.Application No./Patent No.: 10/798,709Filed/Issue Date: March 10, 2004Entitled: System And Method For Selecting Content For Displaying Over The Internet Based Upon Some User InputGoogle, Inc.

(Name of Assignee)

, a

Delaware Corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is _____%
in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From Andrew Bensky et al. To: Disney Enterprises, Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 015323, Frame 0338, or for which a copy thereof is attached.

2. From Disney Enterprises, Inc. To: Google, Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 016851, Frame 0212, or for which a copy thereof is attached.

3. From _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

February 2, 2006

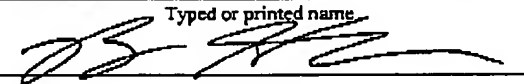
Date

Brian M. Hoffman

Typed or printed name

415.875.2484

Telephone number



Signature

Attorney for Applicants

Title

24207/01000/SF/5160754.1